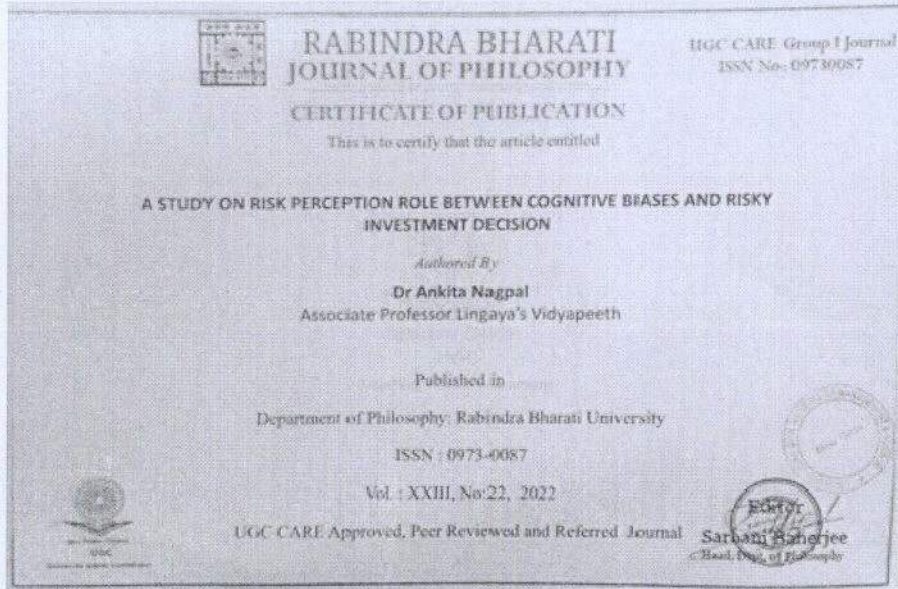



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Madhya Pradesh Journal of Social Sciences
A bi-monthly Journal of M. P. Institute of Social Science Research, Ujjain
ISSN: 0973-855X (Vol 27 No 8, August 2022)

CHALLENGES OF WOMEN ENTREPRENEURSHIP IN MODERN HARYANA

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Abstract

The importance of women's entrepreneurship is evident to the business community itself, but more to the country's economy. The significance of women's entrepreneurship is evident to the corporate world, but even more so to the national economy. To realize the growth potential of the economy, women need to take a more active role in entrepreneurship and workforce. Women entrepreneurship is the process of self-confident, innovative and creative women starting business activities, either individually or in consortiums, to prove themselves financially independent and providing employment opportunities to other individuals. It is defined as a holistic concept that aims to create and lead a company. We have also seen in the past opportunities given then women can balance efficiently work with family and social life. Women's role was once limited to supporting the family as a housewife, but now that perception has changed. In Indian society the discussion of female entrepreneurship has always been overlooked. In modern India, the situation has changed, progressively more women are starting their own businesses. Women across India are grabbing attention to be economically independent and contributing in the maintenance of the economy. However, it is not so easy to make the transition from being a housewife to being a business woman. Hence, the paper discusses the status of the women entrepreneurs in the state of Haryana, India. This paper is an attempt to study the importance, challenges and future prospects of women entrepreneurs in the state of Haryana, India. The study also intends to suggest ways to eliminate and reduce the hurdles related to women entrepreneurship development.

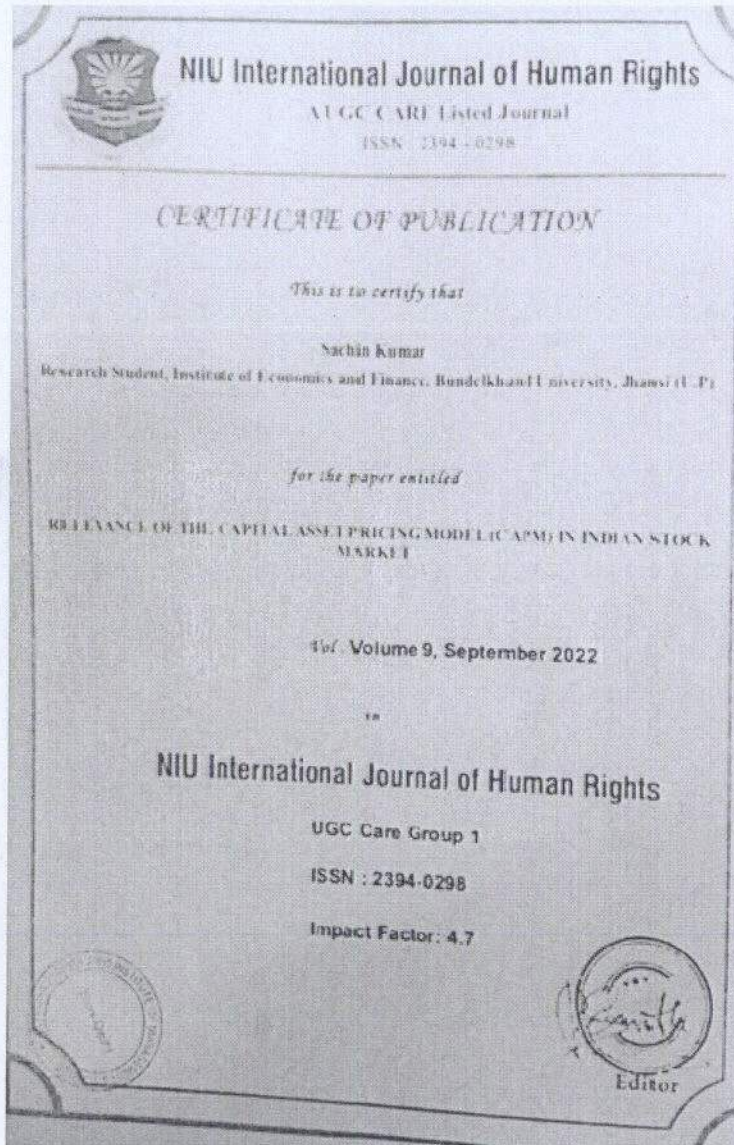
Keywords: Entrepreneurship, Women Entrepreneur, Challenges, Government, Indian Economy, Haryana.

1. Introduction

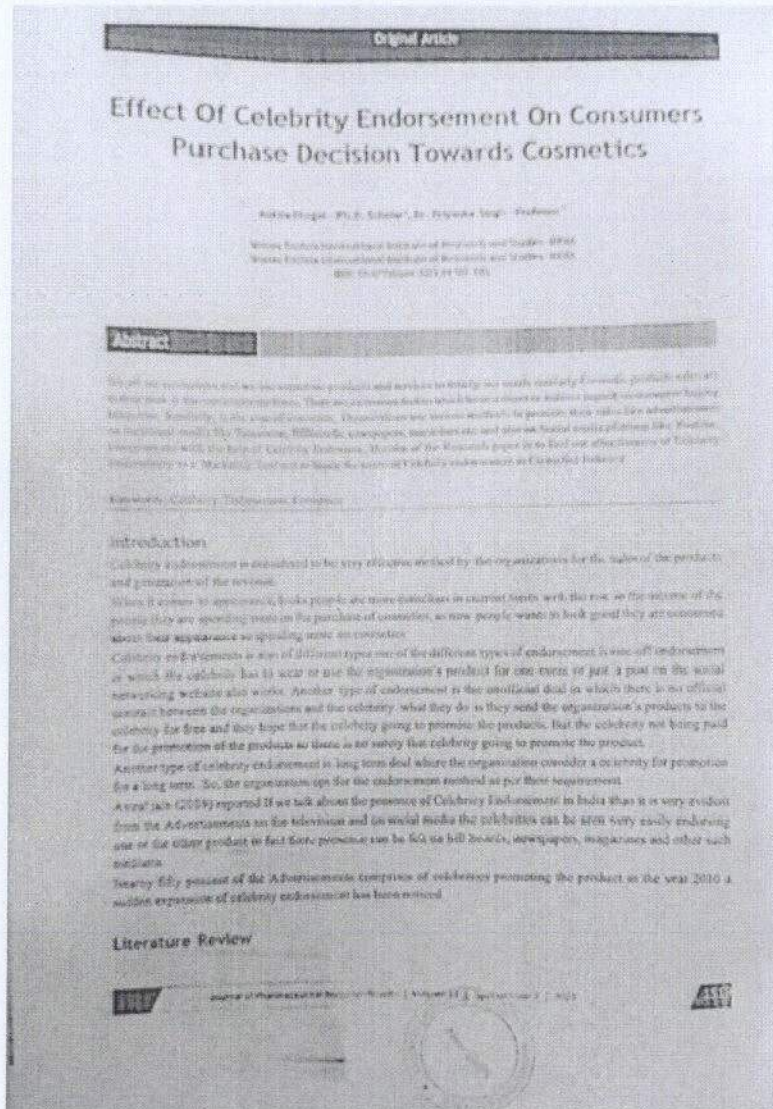
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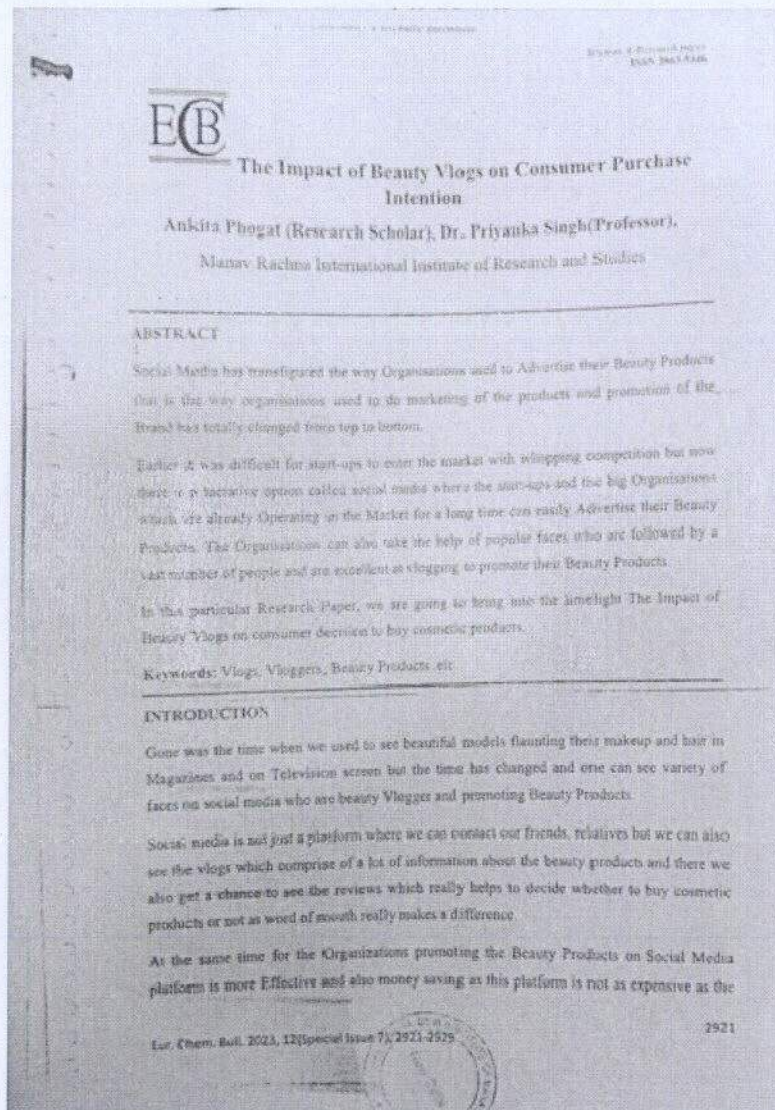

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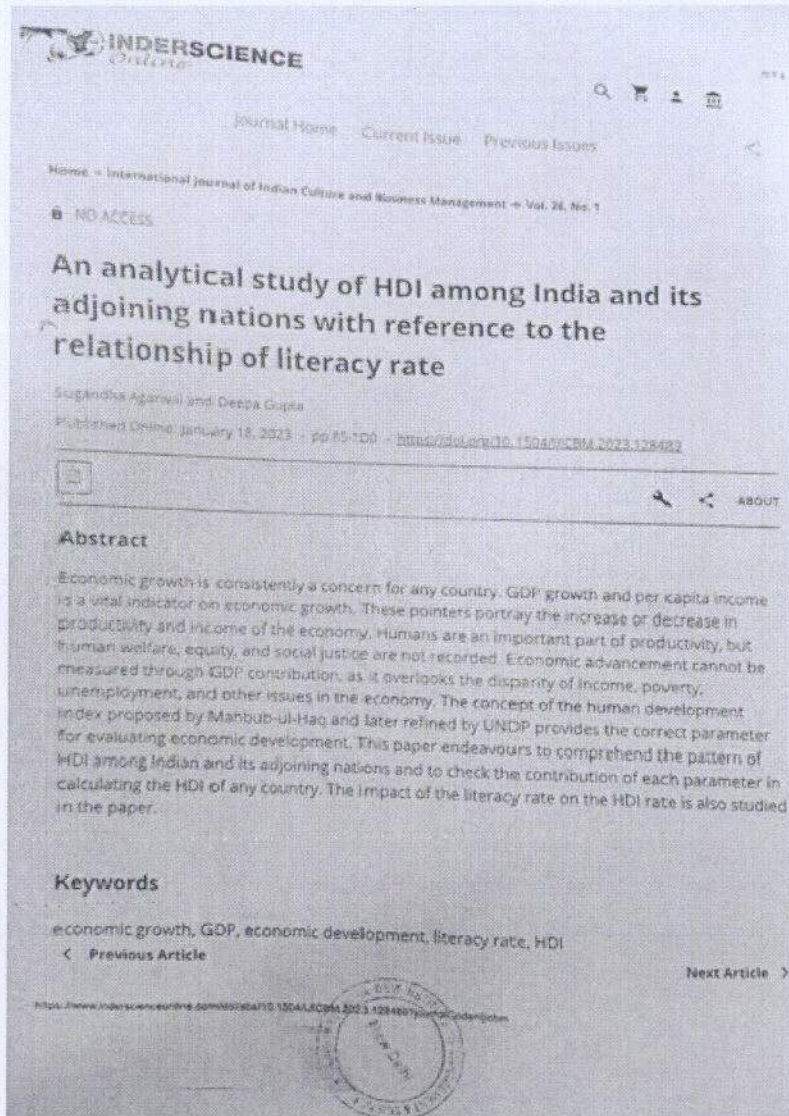
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Research Scholar, Department of Commerce and Management, Lingaya's Vidyapeeth, Faridabad,
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Published in
Madhya Bharti (मध्य भारती) - ISSN 0974-0066 with IP=6.28
Vol. 82, No. 12, July - December : 2022
UGC Care Approved, Group 1, Peer Reviewed, Bilingual, Biannual,
Multi-disciplinary Referred Journal

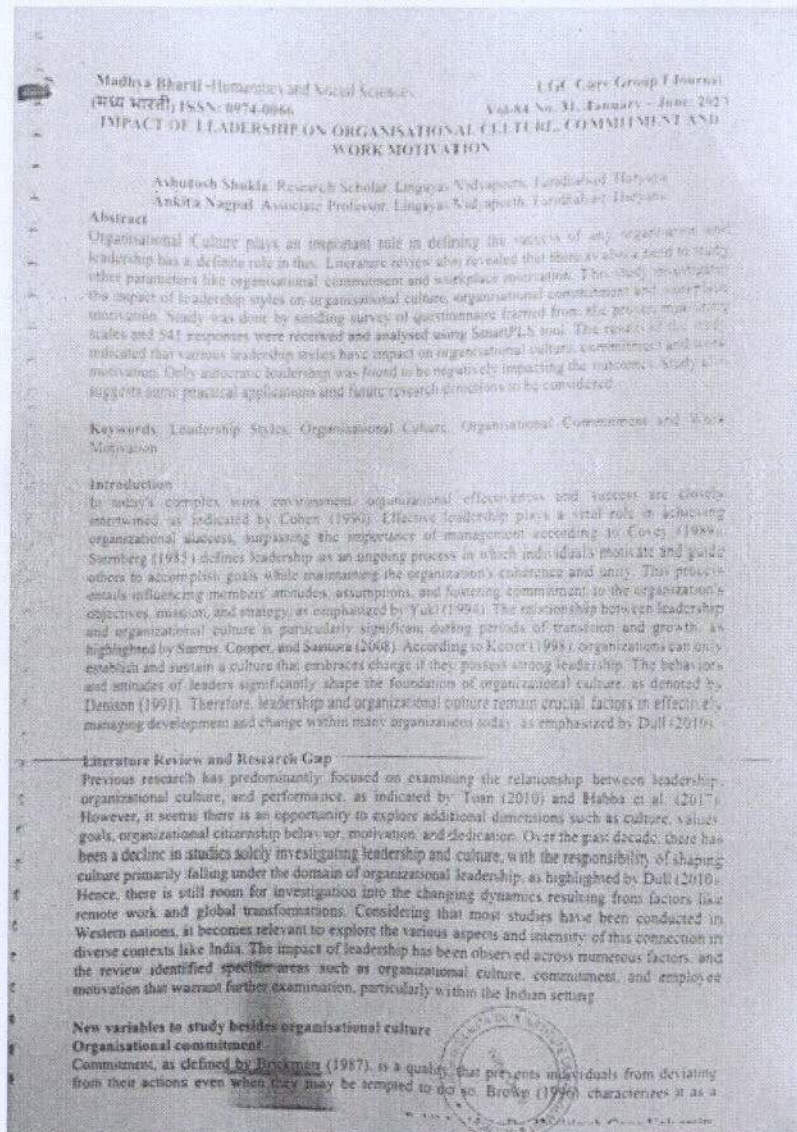
 



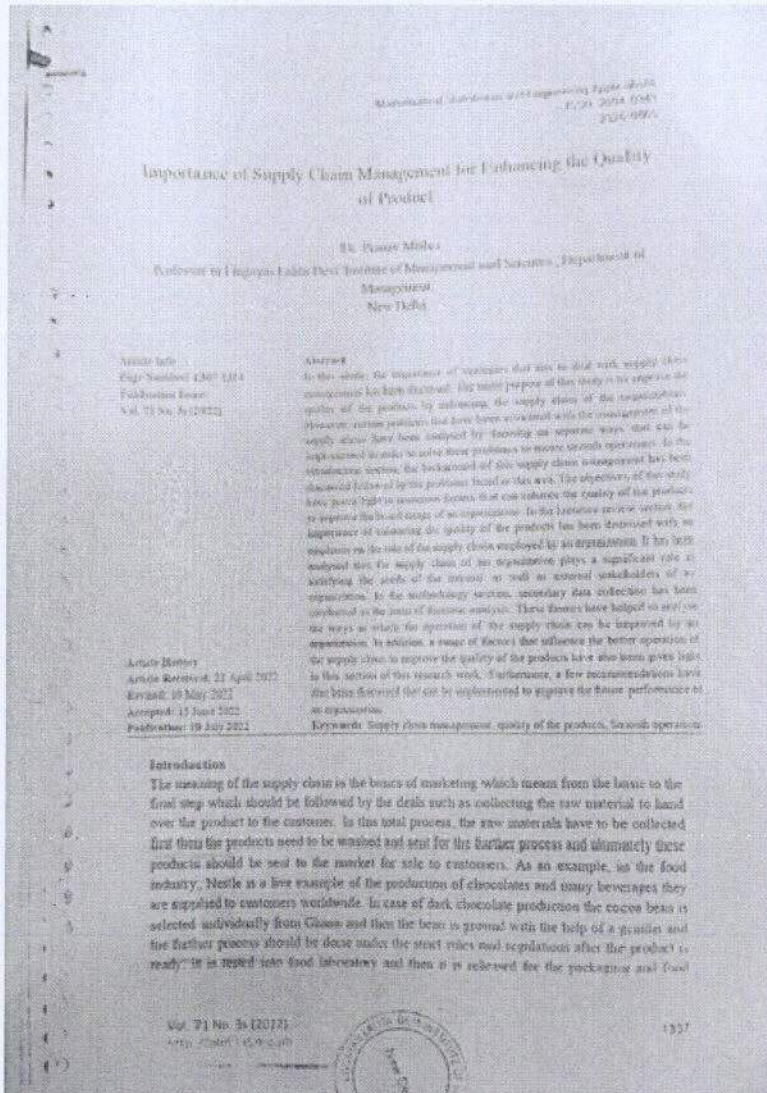

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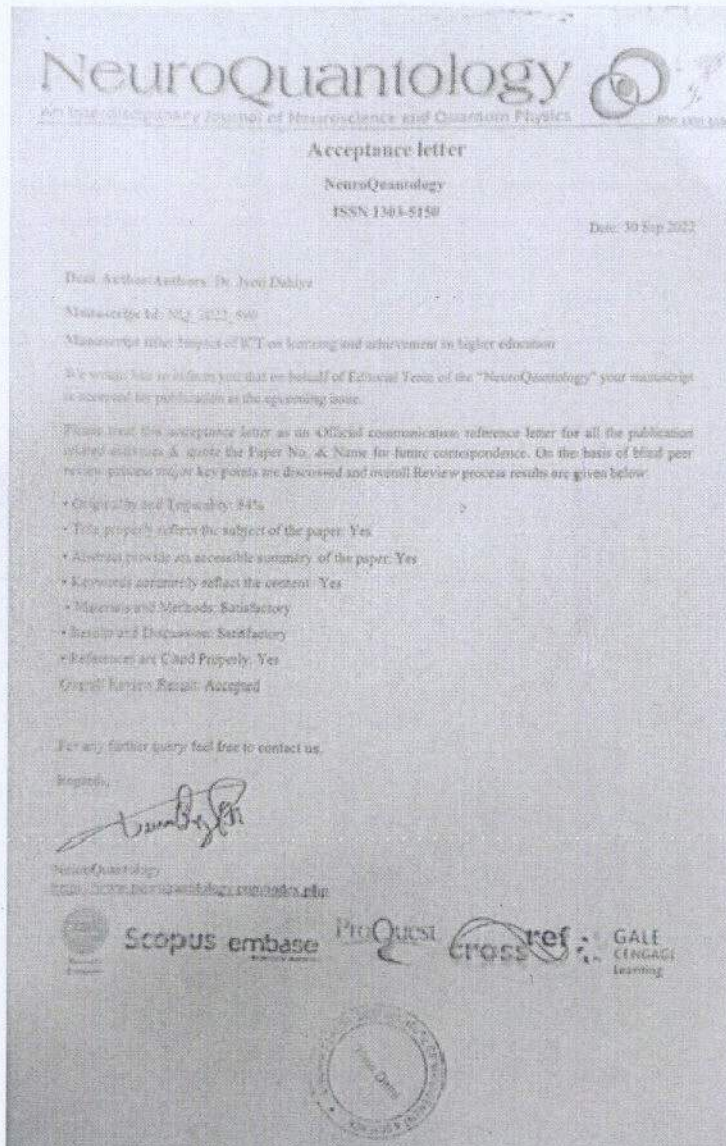

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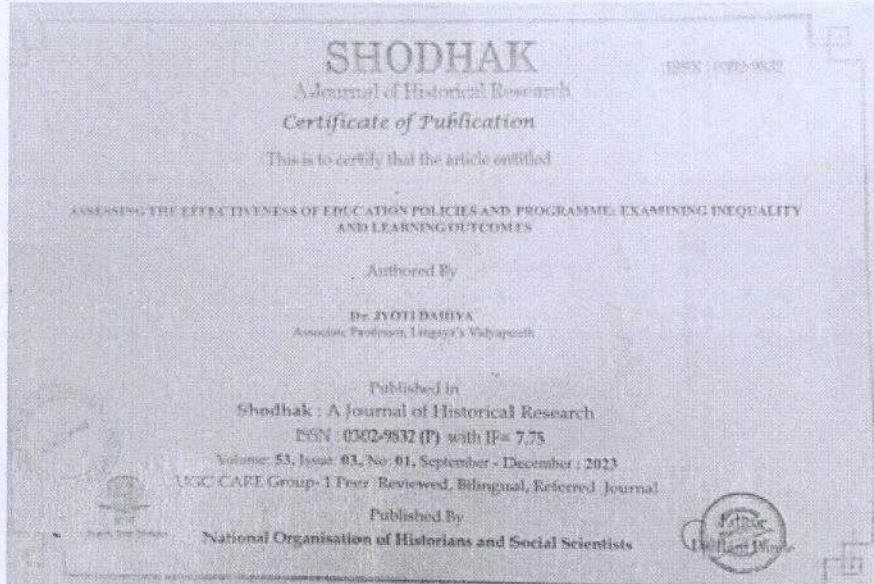

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A STUDY ON RISK PERCEPTION ROLE BETWEEN COGNITIVE BIASES AND RISKY INVESTMENT DECISION

Authored By
Dr Ankita Nagpal
Associate Professor Lingaya's Vidyapeeth

Published in
Department of Philosophy: Rabindra Bharati University
ISSN : 0973-0087
Vol. : XXIII, No:22, 2022

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SCENARIO OF GIRL CHILD EDUCATION IMPACTING WOMEN EMPOWERMENT
IN INDIA

Kritika Patilvi , Dr.Ankita nagpal

Lingaya's Lalita Devi Institute of Management and Sciences

Abstract

Education is one of the most powerful tools for empowering individuals, communities, and especially women and girls. It is a fundamental right and above all, a catalyst for economic growth and human development. Women have a critical role in advancing a nation and guiding it toward prosperity. Girl child education can aid a society's holistic development and lead to true women empowerment, both of which can have far-reaching impacts. They are necessary possessions of vibrant humanity for national progress. The progress of any nation is inextricably linked to the social and economic plight of its women. This paper is an effort to capture the emerging picture with respect to girl child education in India along with the various government schemes for women empowerment and to review the challenges and constraints in women empowerment.

Keywords: Women Empowerment, Historical Background, Government Policies, Girl child education

INTRODUCTION

The girl child is a construct that is not well defined. Some of the publications define the girl child as girls up to the age limit of 20. The child must be female or girl but this construct is not well defined. This construct is based on either biological determination or social construct. Girl child issues have broad coverage, it's not only in India that girls are facing challenges to survive but in other geographical regions also like other parts of Asia, Africa, Latin America, etc. The girl-child picture is always been portrayed as the victimized, disturbed, helpless child. Women's empowerment begins with education, which allows them to adapt to difficulties, face their established roles, and transform their lives. According to M. Phule, "Education is that which



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A SYSTEMATIC LITERATURE REVIEW**

Authored By

Ankita Nagpal

Assistant Professor at Lingayas Vidyapeeth, Faridabad

Published in

Shodhasamhita : Journal of Fundamental & Comparative Research ; IF = 7.268

Vol. VIII, No. 2(IV) July – December : 2022

ISSN: 2277-7067

**UGC Care Approved, Peer Reviewed and Referred Journal
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Vol. VIII, No. 2(III) July – December : 2022

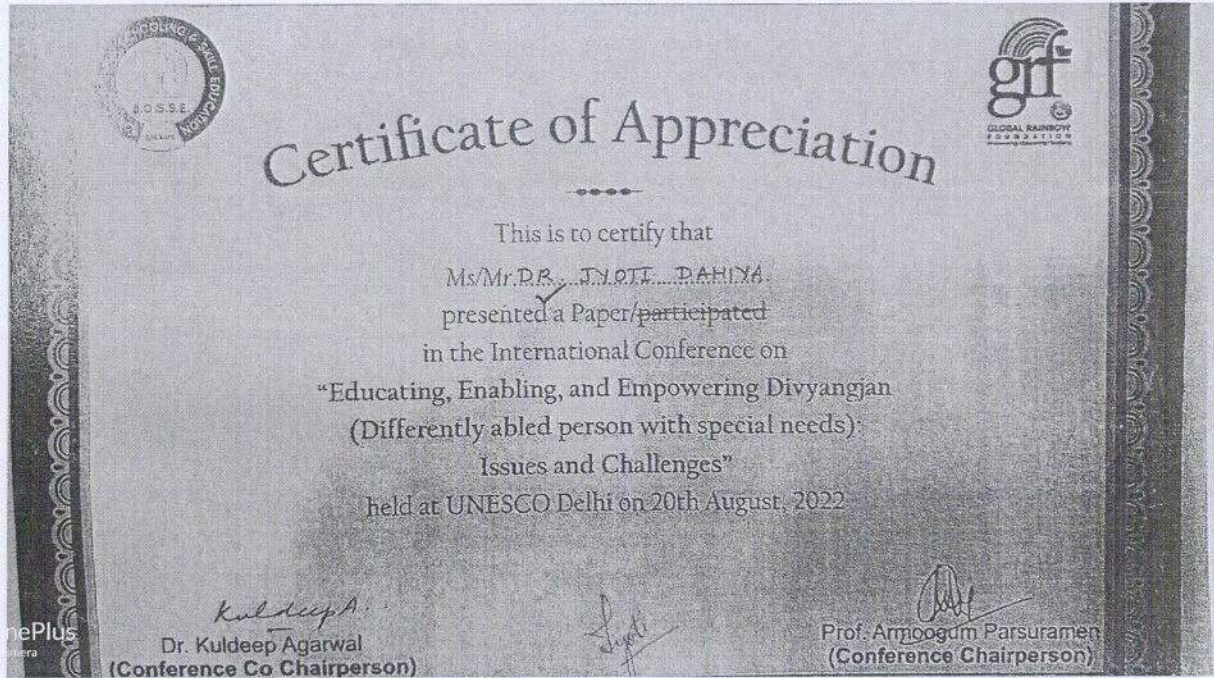
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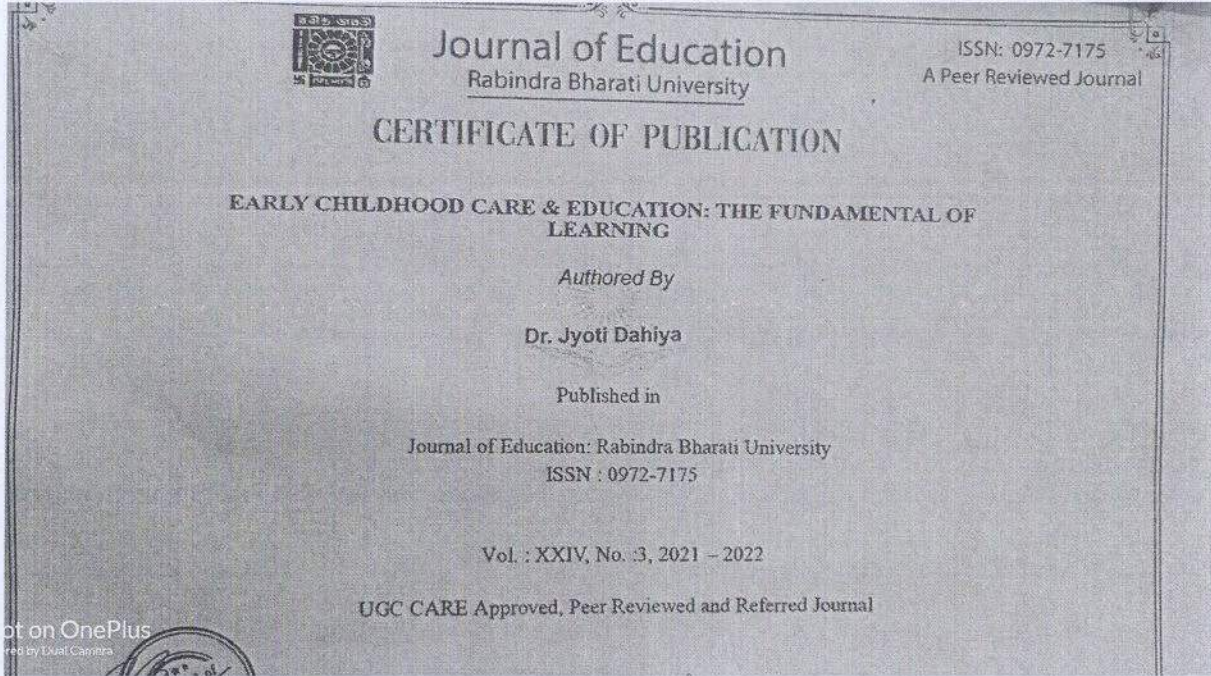
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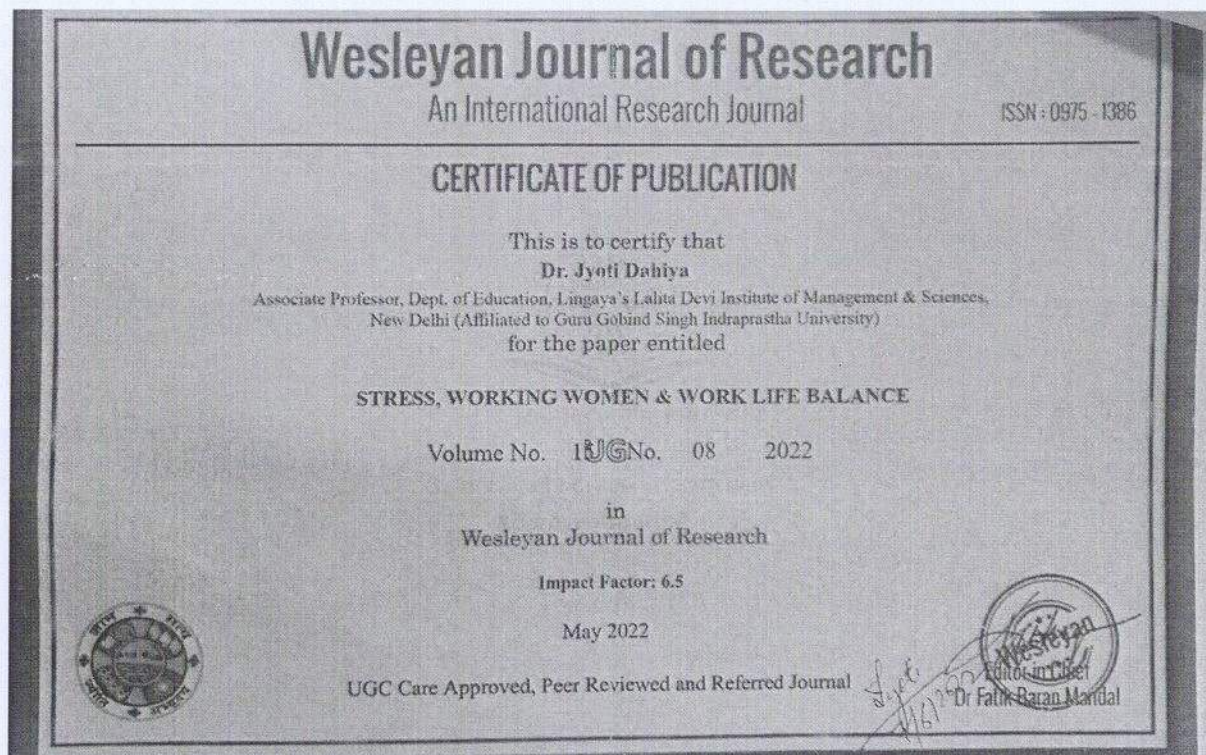
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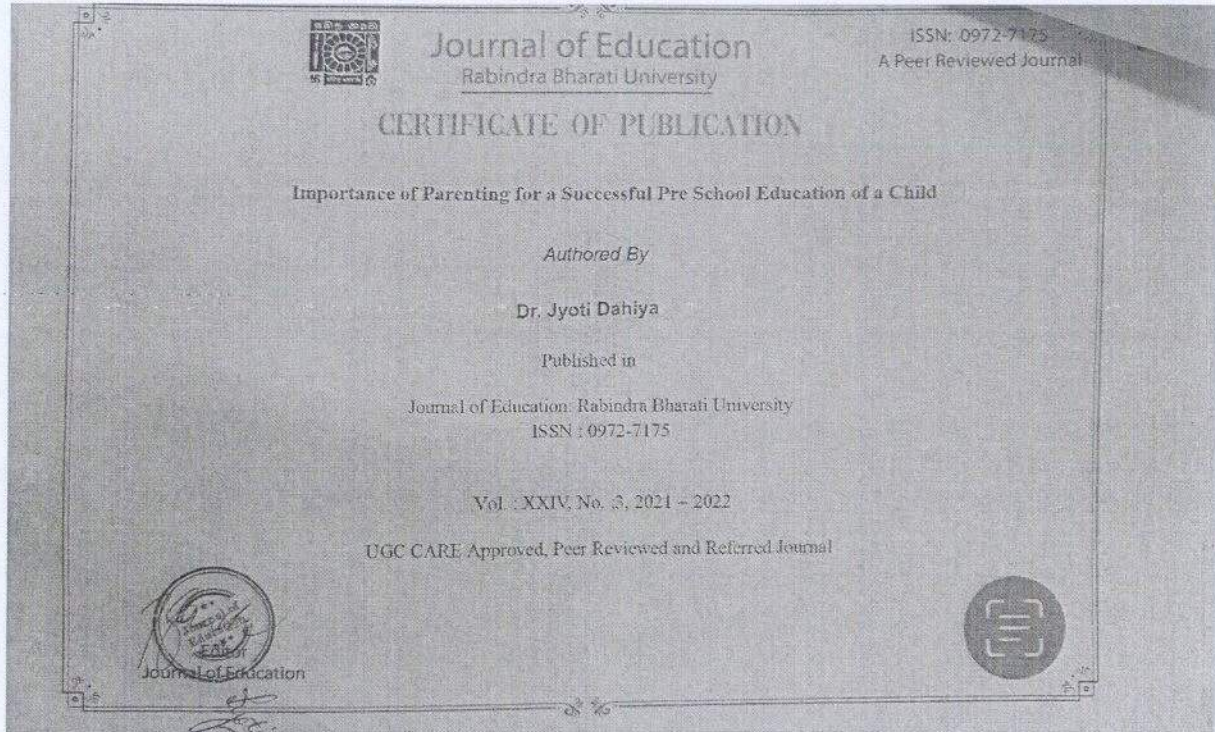



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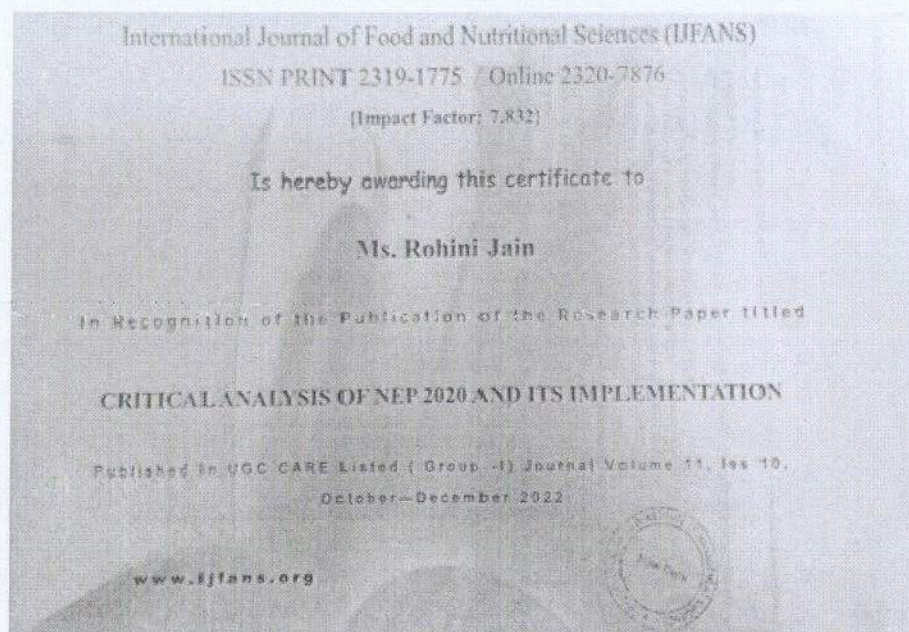
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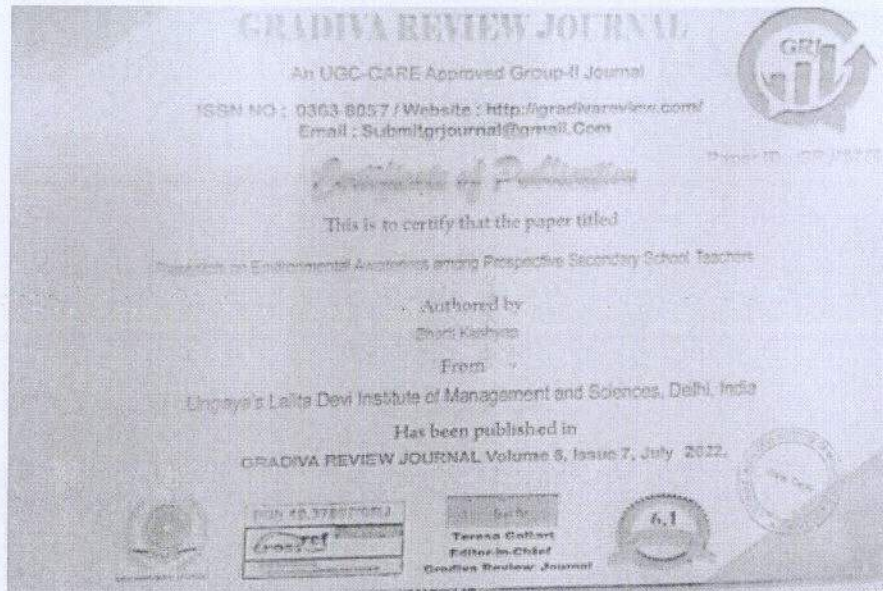

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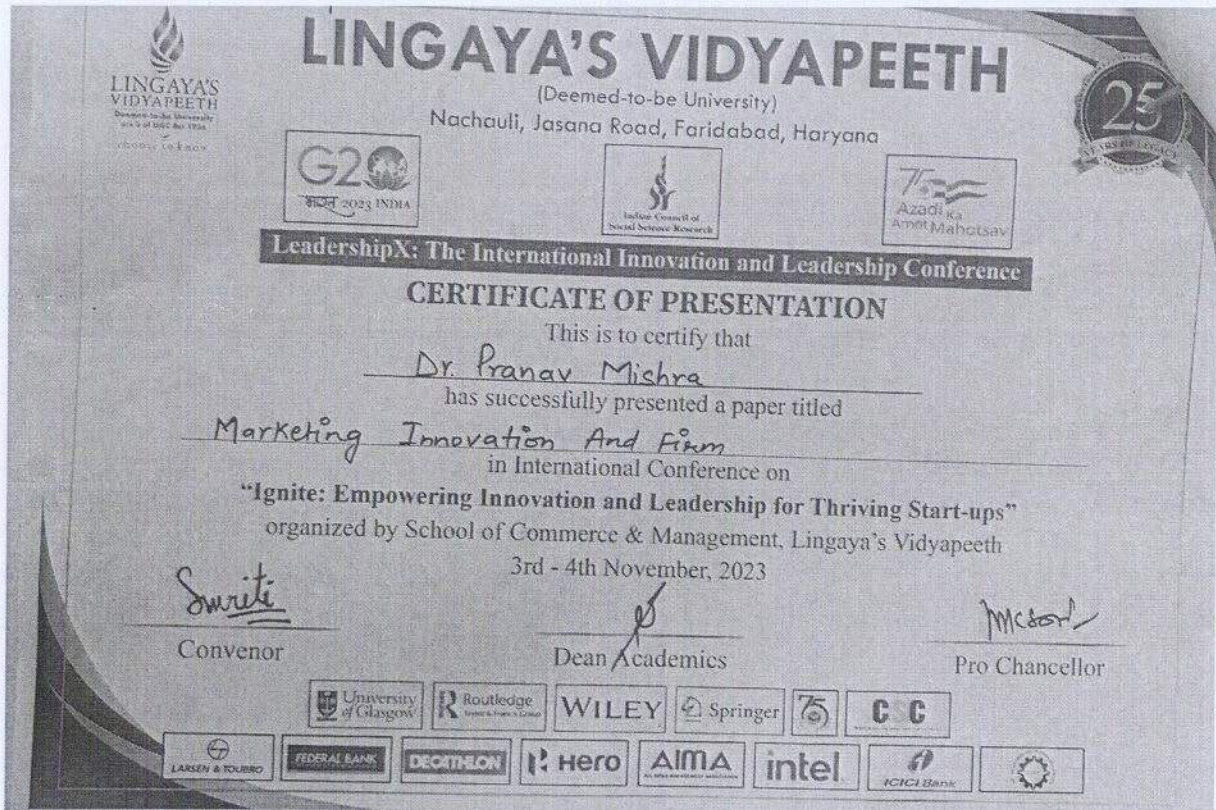


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Mathematical Statistician and Engineering Applications

ISSN: 2094-0343

2326-9865

Importance of Supply Chain Management for Enhancing the Quality of Product

Dr. Pranav Mishra

Professor in Lingayas Lalita Devi Institute of Management and Sciences, Department of Management,
New Delhi,

Article Info

Page Number: 1307-1314

Publication Issue:

Vol. 71 No. 3s (2022)

Abstract

In this study, the importance of strategies that aim to deal with supply chain management has been discussed. The main purpose of this study is to improve the quality of the products by enhancing the supply chain of the organizations. However, certain problems that have been associated with the management of the supply chain have been analysed by focusing on separate ways that can be implemented in order to solve these problems to ensure smooth operations. In the introduction section, the background of this supply chain management has been discussed followed by the problems faced in this area. The objectives of this study have given light to numerous factors that can enhance the quality of the products to improve the brand image of an organization. In the literature review section, the importance of enhancing the quality of the products has been discussed with an emphasis on the role of the supply chain employed by an organization. It has been analysed that the supply chain of an organization plays a significant role in satisfying the needs of the internal as well as external stakeholders of an organization. In the methodology section, secondary data collection has been conducted in the form of thematic analysis. These themes have helped to analyse the ways in which the operation of the supply chain can be improved by an organization. In addition, a range of factors that influence the better operation of the supply chain to improve the quality of the products have also been given light in this section of this research work. Furthermore, a few recommendations have also been discussed that can be implemented to improve the future performance of an organization.

Keywords: Supply chain management, quality of the products, Smooth operations

Article History

Article Received: 22 April 2022

Revised: 10 May 2022

Accepted: 15 June 2022

Publication: 19 July 2022

Introduction

The meaning of the supply chain is the basics of marketing which means from the basic to the final step which should be followed by the deals such as collecting the raw material to hand over the product to the customer. In this total process, the raw materials have to be collected first then the products need to be washed and sent for the further process and ultimately these products should be sent to the market for sale to customers. As an example, in the food industry, Nestle is a live example of the production of chocolates and many beverages they are supplied to customers worldwide. In case of dark chocolate production the cocoa bean is selected individually from Ghana and then the bean is ground with the help of a grinder and the further process should be done under the strict rules and regulations after the product is ready, it is tested into food laboratory and then it is released for the packaging and food.

Madhya Pradesh Journal of Social Sciences
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ISSN: 0973-855X (Vol.27 No.8, August 2022)

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Keywords: Entrepreneurship, Women Entrepreneur, Challenges, Government, Indian Economy, Haryana.

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Original Article

Effect Of Celebrity Endorsement On Consumers Purchase Decision Towards Cosmetics

f 22

Ankita Pategat - Ph.D. Scholar¹, Dr. Priyanka Singh - Professor²

¹Manav Rachna International Institute of Research and Studies- RIIIA
²Manav Rachna International Institute of Research and Studies- RIIIA
DOI: 10.47750/psr.2023.14.502.185

Abstract

We all are consumers and we use numerous products and services to satisfy our needs similarly Cosmetic products sales are at their peak in the contemporary times. There are numerous factors which have a direct or indirect impact on consumer buying behaviour. Similarly, in the case of cosmetics, Organisations use various methods to promote their sales like advertisements on traditional media like Television, Billboards, newspapers, magazines etc and also on Social media platform like Youtube, Instagram etc with the help of Celebrity Endorsers. The aim of the Research paper is to find out effectiveness of Celebrity Endorsement as a Marketing Tool and to Study the usage of Celebrity endorsement in Cosmetics Industry.

Keywords: Celebrity, Endorsement, Cosmetics

Introduction

Celebrity endorsement is considered to be very effective method by the organizations for the sales of the products and generation of the revenue.

When it comes to appearance, looks people are more conscious in current times with the rise in the income of the people they are spending more on the purchase of cosmetics, as now people wants to look good they are concerned about their appearance so spending more on cosmetics.

Celebrity endorsements is also of different types one of the different types of endorsement is one-off endorsement in which the celebrity has to wear or use the organization's product for one event or just a post on the social networking website also works. Another type of endorsement is the unofficial deal in which there is no official contract between the organizations and the celebrity. what they do is they send the organization's products to the celebrity for free and they hope that the celebrity going to promote the products. But the celebrity not being paid for the promotion of the products so there is no surety that celebrity going to promote the product.

Another type of celebrity endorsement is long term deal where the organization consider a celebrity for promotion for a long term. So, the organization opt for the endorsement method as per their requirement.

Aviral jain (2019) reported If we talk about the presence of Celebrity Endorsement in India than it is very evident from the Advertisements on the television and on social media the celebrities can be seen very easily endorsing one or the other product in fact there presence can be felt on bill boards, newspapers, magazines and other such mediums.

Nearby fifty percent of the Advertisements comprises of celebrities promoting the product in the year 2010 a sudden expansion of celebrity endorsement has been noticed.

Literature Review



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The Impact of Beauty Vlogs on Consumer Purchase Intention

Phogat (Research Scholar), Dr. Priyanka Singh(Professor),
Manav Rachna International Institute of Research and Studies

ABSTRACT

Social Media has transfigured the way Organisations used to Advertise their Beauty Products that is the way organisations used to do marketing of the products and promotion of the Brand has totally changed from top to bottom.

Earlier it was difficult for start-ups to enter the market with whopping competition but now there is a lucrative option called social media where the start-ups and the big Organisations which are already Operating in the Market for a long time can easily Advertise their Beauty Products. The Organisations can also take the help of popular faces who are followed by a vast number of people and are excellent at vlogging to promote their Beauty Products.

In this particular Research Paper, we are going to bring into the limelight The Impact of Beauty Vlogs on consumer decision to buy cosmetic products.

Keywords: Vlogs, Vloggers, Beauty Products .etc.

INTRODUCTION

Gone was the time when we used to see beautiful models flaunting their makeup and hair in Magazines and on Television screen but the time has changed and one can see variety of faces on social media who are beauty Vlogger and promoting Beauty Products.

Social media is not just a platform where we can contact our friends, relatives but we can also see the vlogs which comprise of a lot of information about the beauty products and there we also get a chance to see the reviews which really helps to decide whether to buy cosmetic products or not as word of mouth really makes a difference.

At the same time for the Organizations promoting the Beauty Products on Social Media platform is more Effective and also money saving as this platform is not as expensive as the

Eur. Chem. Bull. 2023, 12(Special Issue 7), 2921-2929

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SCENARIO OF GIRL CHILD EDUCATION IMPACTING WOMEN EMPOWERMENT
IN INDIA

Kritika Patvi , Dr.Ankita nagpal

Lingaya's Lalita Devi Institute of Management and Sciences

Abstract

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Keywords: Women Empowerment, Historical Background, Government Policies, Girl child education

INTRODUCTION

The girl child is a construct that is not well defined. Some of the publications define the girl child as girls up to the age limit of 20. The child must be female or girl but this construct is not well defined. This construct is based on either biological determination or social construct. Girl child issues have broad coverage, it's not only in India that girls are facing challenges to survive but in other geographical regions also like other parts of Asia, Africa, Latin America, etc. The girl-child picture is always been portrayed as the victimized, disturbed, helpless child. Women's empowerment begins with education, which allows them to adapt to difficulties, face their established roles, and transform their lives. According to M. Phule, "Education is that which demonstrates the difference between what is good and what is evil".

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International Journal of Food and Nutritional Sciences (IJFANS)

ISSN PRINT 2319-1775 / Online 2320-7876

{Impact Factor: 7.832}

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October—December 2022

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YSIS OF JOB SECURITY & SATISFACTION LEVEL ON EMPLOYEES IN MNC'S. -
WITH REFERENCES TO PANDEMIC IMPACT

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Published in

Madhya Bharti (मध्य भारती) : ISSN 0974-0066 with IF=6.28

Vol. 82, No. 12, July - December : 2022

UGC Care Approved, Group I, Peer Reviewed, Bilingual, Biannual,
Multi-disciplinary Referred Journal



Chief Editor
प्रो. जयकांत शर्मा


DIRECTOR
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OF MANAGEMENT & SCIENCES
MANDI ROAD, MANDI
NEW DELHI-110047